

Optilux™ 507 Enhanced Reflective

International Coatings Company™ is excited to introduce its new **Optilux™ 507 Enhanced Reflective Direct Print** ink. The **Optilux™ 507 Enhanced Reflective** combines the appearance of a superior silver metallic shimmer during the daylight hours with the enhanced visibility of a reflective ink in low light situations when exposed to a direct light source.

All our **Optilux™ Reflectives** contain innovative microscopic glass beads that reflect light similar to a mirror, thus making Optilux™ the brightest reflective product of its kind in the market. The retro-reflectivity of the product is best displayed when a garment printed with Optilux™ is exposed to a focused beam of light, such as that from a flashlight or an automobile headlight. The glass beads then reflect or return light back to the light source.

- ➔ **Optilux™ 507 Enhanced Reflective** can be used as a unique decorative tool as well as increase the nighttime visibility of a printed design. Letters or designs can be outlined or highlighted, or “hidden” motifs can be incorporated that only become visible in a darkened environment.
- ➔ **Optilux™ 507 Enhanced Reflective** can be printed directly on a variety of substrates, including cotton and/or polyester fabrics as well as some nylons with excellent wash-fastness..
- ➔ **Optilux™ 507 Enhanced Reflective** is part of our Optilux™ Reflectives line which includes the Optilux™ 505 Reflective Direct Print ink as well as the Optilux™ 950 Transfer System.

All Optilux™ Reflective products are available through International Coatings' exclusive network of distributor companies.

Contact us at 1 (800) 423-4103 (within the U.S. only) or 1 (562) 926-1010, or visit www.iccink.com for more information.



Regular Light

Lightbeam At Night

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International Coatings™
Creating Performance Solutions

Optilux™ 507 Enhanced Reflective Product Bulletin

FEATURES

- Optilux™ 507* Enhanced Reflective Plastisol is an easy to print, two-part, retro-reflective ink that contains light-reflecting microspheres. When a garment printed with Optilux™ 507 ink is exposed to a focused beam of light, such as that from a flashlight or an automobile headlight, it reflects or returns light back at the light source.
- Optilux™ 507 appears as a conventional metallic silver shimmer ink under normal lighting conditions, but with the very enhanced attribute that it helps to increase the nighttime visibility of a printed design.

*LC (Lead Compliant) Contains less than 90ppm lead.

Application & Storage Information	
RECOMMENDED FABRICS	Optilux™ 507 is not recommended for use on non-porous fabrics such as shell nylon or any other very tightly woven fabric. For use on cotton and some cotton/polyester blends. This is not a low bleed product and is not recommended for use on bleeding fabrics.
INK APPLICATION	Optilux™ 507 must be mixed thoroughly with Optilux™ Coupler 100 before printing in order to obtain the best wash and wear durability. Optilux™ Coupler 100 is provided in 2 fluid oz. (60 ml) and 8 fluid oz. (250 ml) containers. The recommended proportions are: By weight: 20 grams of ink to 1 gram of Coupler 100 <u>Always stir product thoroughly</u> prior to each use as the reflective micro spheres will settle in the container when ink is stored for any length of time. Optilux™ 507 should not be printed over any under base.
SCREEN MESH AND EMULSION	110 t/in or 43 t/cm Monofilament. Printing through a coarser mesh may reduce the reflective quality of the ink. Any direct plastisol resistant emulsion or capillary film.
SQUEEGEE	60-70 Durometer: Sharp Edge
CURE TEMPERATURE	325°F (163°C) entire ink film. Test dryer temperatures and wash test printed product before and during a production run.
CLEAN-UP	Any environmentally friendly plastisol screen wash.
PRODUCT PACKAGING	Quart, 1 Gallon, or 5 Gallon Containers.
STORAGE OF INK CONTAINERS	Recommend storage at 65°F to 90°F (18°C to 32°C). Avoid storage in direct sunlight. Keep containers well sealed.
PRODUCT MSDS	Refer to material safety data sheet Optilux™ 507.

VIEWING INSTRUCTIONS

Hang printed garment in a dark room so that the printed portion of the design is fully visible. Stand directly back from the print, 10 feet or more, and hold a flashlight next to your head, eye level and point the light directly at the print. Light should be reflected directly back to the viewer.

IMPORTANT INFORMATION

1. Optilux™ 507 Reflective Ink is ready for use as supplied. For best results, product should not be modified with viscosity reducers or thickeners.
2. **Always** thoroughly stir Optilux™ 507 Reflective Ink prior to each use as the reflective micro spheres used in the ink will settle in the container when ink is stored for any length of time.
3. The Retro-Reflective (backward return of projected light) ability of the Optilux™ 507 Reflective Ink can be diminished by using an improper screen mesh, under-curing, or by adding other inks, pigments or additives.
4. Always pre-test this product for reflectivity, opacity, adhesion, wash durability and any other requirements for your specific application before using in production.
5. For best long term wash durability of printed fabric, machine wash finished product in cold water, delicate cycle, and wash inside out. Do not use bleach. Do not iron on printed area of garment. Recommend line or hang to dry.
6. Optilux™ 507 should not be printed over any under base as doing so may diminish its reflectivity.

Recommendations and statements made are based on International Coatings' research and experience. Since International Coatings does not have any control over the conditions of use or storage of the product sold, International Coatings cannot guarantee the results obtained through use of its products. All products are sold and samples given without any representation of warranty, expressed or implied, of fitness for any particular purpose or otherwise, and upon condition that the buyer shall determine the suitability of the product for its own purpose. This applies also where rights of third parties are involved. It does not release the user from the obligation to test the suitability of the product for the intended purpose and application.

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